
The Intellectual Property Law Section of the State Bar of California presents

The 2005 *IP and The Internet* Conference

Earn 8.0 Hours MCLE Credit



Friday, October 14, 2005

The Santa Clara Westin Hotel
5101 Great America Parkway
Santa Clara, CA 95054
Phone: (408) 986-0700
www.westin.com/santaclara



PROGRAM

8:00am – 9:00am

Registration, Continental Breakfast, & Opening Remarks

Barbara L. Friedman, Program Co-Chair, Hanson Bridgett Marcus Vlahos & Rudy LLP
Michael Krieger, Program Co-Chair, Krieger Law Office, UCLA Computer Science Dept.

9:00am – 10:00am

Liability in a Software Intensive World

Michael Scott, Southwestern University School of Law

When, if ever, should software or system providers be held liable for damages from, for example, insecure systems? This session addresses the current basis for non-liability and why it may no longer be tenable in the Internet world.

10:00am – 11:00am

Internet Case Law Update

Ian Ballon, Manatt, Phelps & Phillips

With cases continuing to construe Internet and allied issues, this session highlights how they fit into the existing legal landscape. Topics will include: copyright liability of venture capitalists, investors and other third parties; service provider liability under the Digital Millennium Copyright Act; the CDA and other laws; anonymity and pseudonymity; phishing; the coming wave of security-related litigation; and strategies for litigating novel Internet-related claims.

11:00am – 11:15am – Break

11:15am – 12:30pm

Open Source in Corporate Environments

Van Dang, Cisco

Winston Damarillo, Simula Ventures Lab and (formerly at) Gluecode, an IBM Company

Moderator: Michael Krieger, Krieger Law Office, UCLA Computer Science Dept.

Open source is now a firmly established paradigm affecting the corporate world. Reaping its benefits while avoiding liabilities poses difficult legal and management challenges. The panelists will draw on their experience to delineate key issues and practical solutions.

12:30pm – 1:45pm – Luncheon Program

Closing the Time-Assurance Gap

Zafar Khan, Rpost US, Inc.

When technology used to *close* the deal *is* the deal . . . and other novel e-tales. The examples reveal that the economy, efficiency, and confidence that we hope to reap from Internet communications are coming soon (to a workstation near you!).

SCHEDULE

2:00pm – 3:00pm

Keyword Advertising and Pop-Ups

Rose Hagan, Google, Inc.

Mark Lemley, Stanford Law School

Ad placement vis a vis keyword searches and pop-ups is now a central feature of online business. Our speakers address the recent cases involving online advertising, including keywords and pop-ups.

3:00pm – 4:00pm

International Privacy Laws v. Internet Business

Scott Shipman, eBay

How does a company reaching dozens of foreign jurisdictions keep out of a privacy quagmire? This session will identify the issues of concern and illustrate how eBay and others manage the challenge.

4:00pm – 4:15pm – Break

4:15pm – 6:00pm

Grokster and the Future of P2P

Fred von Lohmann, Electronic Frontier Foundation

Russell Frackman, Mitchell Silberberg & Knupp

Stephen Tropp, Barry University – Dwayne O. Andreas School of Law

Christian Castle, SNOCAP, Inc.

Moderator: Neil Smith, Sheppard Mullin Richter & Hampton LLP

Ever-evolving P2P technology continues to challenge the law. Panelists in this session will address the many-faceted issues arising from their differing perspectives.

6:00pm – 7:00pm

Reception & Hors D'oeuvres for the traffic challenged

A program by the Copyright and Computer Law Subcommittees of the Intellectual Property Law Section of the State Bar of California

Registration Information

The 2005 IP and The Internet Conference

Online Registration

www.calbar.ca.gov/ipsection

Registration by Mail

Your registration must be received **no later than Tuesday, October 4, 2005**. Please send your completed registration form and check payable to The State Bar of California to:

Program Registrations

The State Bar of California

180 Howard Street

San Francisco, CA 94105-1639

Registration by Fax:

Fax to program registrations at 415-538-2368. Visa/MasterCard ONLY. *Credit card information is mandatory.*

On-Site Registrations

On-site registration opens at 8:00am and is subject to space availability.

Cancellations/Refunds

Cancellations and request for refunds must be received in writing **no later than Tuesday, October 4, 2005**. Substitute registrants are allowed, but must register in their own name.

MCLE Credit

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Special Assistance

Please call 415-538-2467 or TDD for speech and hearing impaired 415-538-2231.

Questions

For registration information, please call 415-538-2508. For program content/Section information, please call 415-538-2375.

Audio Tapes

Audio tapes of the program will be available with a complete set of program materials from Versa-Tape. To order, please call 800-468-2737.

REGISTRATION FORM

Register Online:
www.calbar.ca.gov/ipsection

The 2005 IP and The Internet Conference

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Registration Fees (check appropriate box)

- ☐ **\$250** Members of the State Bar of California
Intellectual Property Law Section
- ☐ **\$310** Non-Member of the State Bar of California Intellectual Property
Law Section (2005-2006 Section Membership Included)
- ☐ **\$325** All Registrations after September 27, 2005
(2005-2006 Section Membership Included)

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